

MEMORANDUM

DATE: October 2, 1992
TO: Tom Serfass
FROM: Therese Meyerhoff *TPM*
RE: Promotion of the Money Museum

Just for your information, I sent the attached letter to various tourist attractions around the St. Louis area, along with a small supply of Money Museum brochures. I have already received a favorable response!

Two organizations have asked that we send an additional 200 - 300 brochures for their displays:

Joan Friedla
St. Louis Visitors Center
308 Washington Center
St. Louis, MO 63102

Donna Hagood
Museum Assistant
St. Louis Dog Museum
1721 S. Mason Road
St. Louis, MO 63131

Could you take care of sending those out, please? Both say that the museum brochure is popular with their visitors.

On the subject of the brochure, approximately how many do we have in stock? Do we need to think about reprinting them? Let me know how the supply stands.

The woman from the dog museum asked whether we could display their brochures. I anticipated that question and told her we were looking into the possibility. What do you think? Is that something we are willing to do for other organizations?

Another thought: perhaps we should consider posting a guest book at the entrance to the museum. That could provide a way to track where the museum visitors come from (out-of-town versus local) - as well as the numbers of visitors. We might even want to ask how they heard of the museum so we know what kinds of promotional activities work.

As I mentioned on the phone, I am in the process of retaining a free-lance writer to prepare a story on the Money Museum for placement in various magazines. I suspect he will want to interview both you and Mr. Newman and will contact you directly. (Our meeting for today was rescheduled for next week.)

Thanks for your help. Let me know of any new developments.

October 1, 1992

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Dear 6~:

Because of your association with a popular tourist attraction in the St. Louis area, I am requesting your assistance to help us promote a lesser-known site that might be of interest to some of your visitors.

The Mercantile Money Museum offers a unique array of currency of all nationalities and time periods. The money displayed is part of the collection amassed by Eric P. Newman, one of the world's foremost numismatists. Because of its central role in society, money can be a fascinating subject, particularly when made real through attractive and informative exhibits.

The museum is popular with both children and adults. Kids love the lifelike mannequins of Benjamin Franklin and a convicted counterfeiter, who come to life to instruct - and forewarn. The frequently changing special exhibits explore specific historic, geographic or cultural aspects of money - an indication of money's relevance to both historic and current events.

The museum is located on the podium level of Mercantile Tower on the corner of Seventh and Washington Streets - across from the St. Louis Centre. It is open daily from 9:00 a.m. to 4:00 p.m. and admission is free. Tom Serfass, the museum's manager, is generally available to answer specific questions and help point out areas of special interest to visitors.

We would appreciate your help by making the enclosed brochures available to your visitors, or by referring them to the museum if they request information on other sites. If you have questions, or would like additional brochures, please contact me at 425-2617 or Tom Serfass at 421-1819. Thank you for your assistance.

Sincerely,

Therese R. Meyerhoff
Public Affairs Officer

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NEWS RELEASES ■ EXECUTIVE SPEECHES ■ EMPLOYEE COMMUNICATIONS ■ REPORTS ■ MARKETING MATERIALS ■ VIDEO SCRIPTS

December 18, 1992

Ms. Therese R. Meyerhoff
Public Affairs Officer
Public Affairs Department
Mercantile Bancorporation, Inc.
Mercantile Tower
Seventh and Washington
St. Louis, MO 63101

Dear Ms. Meyerhoff:

Attached is a copy of my article on the Mercantile Money Museum for your review. As I mentioned to you, I apologize for being so long in completing it.

Once the article is finalized, we need to determine where it could be most advantageously placed. You had mentioned travel magazines, and there certainly are a number of those, but at least initially, I would look to publications such as St. Louis Magazine, Missouri Life or Midwest Motorist.

But that is the next step. I have provided Mr. Eric P. Newman and Mr. Thomas Serfass copies of this draft for their review and have asked them to contact me with their comments. As soon as I hear from them, I shall contact you.

I appreciate this most interesting assignment.

Sincerely,

G. Alexander Smith

G. Alexander Smith

cc:

Eric P. Newman
Thomas Serfass ✓

Rejected by Meyerhoff

money

Do you know why Benjamin Franklin and a counterfeiter might be prominently featured in the same place? How would you like to see genuine Spanish pieces of eight? How would you like to learn where the name "Dixie" came from and why United States paper dollars were once called "greenbacks?"

You can learn all this and more by making a short visit to the Money Museum in the Mercantile Tower across Washington Street from the St. Louis Convention Center.

While we take today's currency--dollars, nickels, quarters, dimes--for granted as it flows through our hands in our daily lives, the story of American money is as fascinating as the history of the country--and the story of American money involves patriots, scoundrels, soldiers, frontier traders, farmers and politicians. The story of American money involves words we all learned in school--capitalism, mercantilism, colonialism, Spanish gold and the Abolition Movement.

For example, patriots and scoundrels. A Philadelphia printer, Benjamin Franklin, was called upon by the colony of

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money first ad

Pennsylvania and neighboring colonies to print paper currency in the 1720s through the 1750s. But Franklin, the patriot, realized the colonial governments were beset by scoundrels--counterfeiters--who threatened the financial stability of the colonies with bogus currency. The imaginative Franklin, whose well known contributions include stoves, electricity and assistance in drafting the Declaration of Independence, figured out a way to defeat counterfeiters.

While counterfeiters of the time could make passable copies of the hand-etched designs on paper money, Franklin realized they would have a difficult time reproducing the veins and stems of a natural leaf. So Franklin secretly invented a process to reproduce raspberry and butternut leaves on colonial currency. While writing about many of his achievements in his famous "The Autobiography of Benjamin Franklin," which mentions his involvement in printing money, Franklin omits his contribution in defeating counterfeiters through nature printing. Using the printing technology of Franklin's day, how would you print a leaf? How one of the most creative early Americans created "nature printing" remained Franklin's secret for two hundred years.

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money second ad

The secret was secure until the sister of a prominent St. Louis businessman and numismatist, Eric P. Newman, inspired by her brother's obsession with money, did some experimenting on her own in the early 1950s. Newman had been interested in "coin collecting" since he had been given an 1854 penny by his grandfather in 1918. For two years, Newman didn't think too much about that penny. Then he got, what today he calls "my disease." Using his allowance of 10 cents a week, he began collecting coins. Newman had help, the owner of a coin store near his home guided his increasing interest. Newman began doing more than collecting and learning about American currency. He began sharing his knowledge. At 14, he was giving lectures about coins, coin collecting and the history of American currency.

Today, Newman is a nationally recognized numismatist who has written literally dozens of articles and broadsides on the history of American money. His private collection of American currency is considered one of the finest if not the finest in the country. Because of the value, many coin collectors hide their collections away in bank vaults and are never seen by the public.

But Newman's "disease" was quite different--he wanted to share a small portion of his collection with the anyone who might

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money third ad

be interested. So he established a private foundation and in March 1981, his foundation set up the Mercantile Money Museum which is open to the public.

The Museum has an interesting display of sheets of Franklin's leaf money, how he produced them--a secret until Newman, or rather, his sister, came along.

Another display touches on slavery and the division of the United States which it caused. Although the economy of the South was based on slavery, many Americans were against the institution. They were "abolitionists" and were very vocal throughout the mid 19th Century. They gave speeches, published newspapers and broadsides, and made themselves obnoxious until they were listened to.

One of the tactics the abolitionists adopted in their anti-slavery campaign was to strike tokens--small copper pieces which looked like pennies when dropped on the ground, but carried an anti-slavery slogan when picked up. The abolitionists would drop the tokens where they would be picked up and the message circulated. Of course, the Civil War made the tokens collectors items. The Money Museum has examples...

Before the Civil War, the United States didn't have too much

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money fourth ad

money which it could call its own. Although there were some copper and silver coins struck in the colonial period, in the first decades of the struggling nation, most American coins were foreign. Until 1857, foreign coins were well accepted, particularly Spanish silver "milled dollars." (How farmers, traders and business people decided the value of a Spanish milled dollar is another story...)

But the Spanish milled dollar (slightly larger than the later American silver dollar as you can see in the Museum) was a medium of exchange. In the 18th Century, the trading centers of Boston, New York, Charleston and New Orleans did a thriving business with Spanish colonies in the Caribbean islands and Central and South America. As a result, Spanish milled dollars were a very important medium of exchange. Later, trading with the Spainards over the Santa Fe Trail from St. Charles to New Mexico, Spanish milled dollars became very important in the early St. Louis economy.

If you wanted half of what a Spanish dollar was worth, it was simply cut in half with a chisel. If you wanted half of a half, it was cut into quarters. If you wanted half of a half of a half, it was cut into eights.

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money fifth ad

While our dollar today is based on a decimal system, the use of "eights" survives today in trades on the New York Stock Exchange and other exchanges. You can see a Spanish milled dollar cut by chisel at the Money Museum. You can see for yourself where our exchange trading system came from.

But if coins made out of metal were not the government's medium of exchange in the early United States, what was? The answer is paper.

In the 17th Century, the King of France would not send coins (what was called specie) to his colony in what was to become Canada, and the King of England would not send coins to what was to become the United States. But the colonists needed some medium of exchange. It started in Canada in 1685, at a military fort.

The soldiers needed payment, so the head of the garrison simply took playing cards, cut them into quarters, signed them and stated they were legal tender, or money. The King of France was furious, but the tradition continued.

A similar thing happened in the Massachusetts Bay Colony in 1690, when soldiers who fought in the King William's War needed payment. The colony printed shillings to pay the soldiers. The

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money sixth ad

English King was furious, but the tradition of PAPER MONEY was well established in this country.

Warfare and money have always been connected, and the Money Museum has examples of American Colonial currency and counterfeit bills which the British passed in an attempt to undermine the financial strength of the former colonies. You can see examples of this money preserved at the Money Museum.

You can also see what happened later, when the country was pushing West, but still didn't have enough money. Farmers taking their crops to market needed payment; merchants, providing farmers with plows, horses, mules, lumber and cloth needed payment, but there was little currency. Banks (nearly every county had a bank) began issuing "notes." Not legal currency, but a piece of paper which was recognized in the community. Recognized in the community, until the bank failed. The Money Museum has many examples of these notes.

But Newman's fascination with money which is displayed in his museum covers much more. It has displays of how women, Blacks, and Native Americans have influenced American money. There are also displays of the terrible effects of rampant

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money seventh ad

inflation, as well as a collection of coin counting devices and simple weighing machines which could reveal counterfeit coins.

Once collector Newman began acquiring metal and paper currency, he became aware of and fascinated with counterfeiters. Examples of their work are a significant part of his collection and are displayed at his museum.

Imagine the colony of Connecticut printing some paper currency, in shillings about 1705. A scoundrel, a counterfeiter, makes a copy of the notes, prints them up, sails down to New York or Philadelphia before the real Connecticut notes have time to appear. Pity the poor inn keeper or merchant who took those notes who later realized they were worthless.

No wonder Newman's fascination with counterfeiters.

No wonder in his Mercantile Money Museum, there are two prominent figures--Benjamin Franklin and a convicted counterfeiter. Two figures who "talk" about money and their association with it. Franklin..."a penny saved is a penny earned", and the counterfeiter, in prison garb, talking about how severe the penalty--at one time, counterfeiters were branded with a "C" on their forehead or had their ears "clipped."

No wonder when the United States of America began printing

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money eighth ad

its own currency in earnest in the middle of the last century, one of the primary concerns was to defeat counterfeiters. At the time, photographic technology could not reproduce the color green, so to this day, American currency has a green backside and for many decades were referred to as "greenbacks."

Other countries produce much more beautiful money. The Money Museum has a display of Russian Imperial as well as Soviet currency which is far different from ours...

Wonder where the term "Look Away, Look Away Dixie Land" came from? In the 1850s, the Citizens Bank of Louisiana had a 10 dollar note. French explorers first settled Louisiana, and in French the number 10 is "dix." In the 1850s, 10 dollar bills from the Citizens Bank of Louisiana had "DIX" printed on them and were called "dixies." In the American Civil War, tens of thousands of men marched to their deaths singing about a Louisiana bank note.

You can see a "Dixie" and much more at the Mercantile Money Museum.

Sidebar:

The Mercantile Money Museum

Location: Podium Level
Mercantile Tower
Seventh & Washington
St. Louis, MO 63101

Hours: 9am to 4 pm Daily
(Including Saturdays, Sundays and most Holidays)

Admission: Free

For School and

Group Visits

or Inquiries: (314) 421-1819

Money Museum Article
First Draft,
March 1, 1993

PAST IS PRESENT - AT THE MERCANTILE MONEY MUSEUM

A visit to St. Louis usually entails a stop at the Gateway Arch and the historic old courthouse, a baseball game at Busch Stadium and perhaps a delicious meal at one of the many restaurants on the Hill. It can also include a trip back in time, with a quick tour of the Mercantile Money Museum.

History comes alive - in the person of none other than Benjamin Franklin - every day at the Mercantile Money Museum. This fascinating collection, tucked away on the second floor of Mercantile Tower in downtown St. Louis, offers visitors a glimpse of other societies - past and present - through their currency.

The first thing a visitor sees upon entering the Mercantile Money Museum is a larger-than-life mannequin representing Benjamin Franklin. At the push of a button, Mr. Franklin comes to life to tell his audience about his role in printing paper money in Colonial America. That role was to develop the concept of "nature printing", which made U.S. dollars impossible to reproduce exactly. Another mannequin represents a convicted counterfeiter telling his side of the story.

In addition to these talking displays, the Mercantile Money Museum has more traditional exhibits of rare and historic currency and related items - all available for study by serious researchers and the general public. The museum represents just a portion of the important collection amassed over the years by St. Louis businessman, Eric P. Newman.

Mr. Newman is a lifelong collector of money and today is recognized internationally as an authority. His collection of American currency is considered one of the finest in the world. But what makes money fascinating to Mr. Newman - and his museum interesting to visitors - is the connection between money and history.

"Money has been a part of human culture since the beginning of recorded history," notes Mr. Newman. "Studying the currency of a society offers insight on the people, their social and governing systems and the times in which they lived."

For instance, examples of a Pine Tree and Oak Tree shilling can be seen at the Mercantile Money Museum. While any coin dated 1652 might hold some historic interest for a viewer, this shilling is particularly engaging because it might have been struck in any year between 1652 and 1680. All shillings minted by the Massachusetts Bay Colony during those years were stamped with the date 1652 because that was the only year the colonists were legally allowed to strike coins.

Present-day money also tells a tale about the people who use it. A current special exhibit offers currency from Imperial Russia and the Soviet Union. Ranging from Russian bills bearing the likeness of Catherine the Great or Peter the Great, to propaganda notes urging the workers of the world to unite, to rubles printed in the last weeks of the Soviet Union, the history of the people is mirrored in its money.

Money Museum, Page Three

Whether a researcher with a serious interest in money, or a parent looking for a learning experience that will hold a child's attention, most everyone can find something of interest at the Mercantile Money Museum. Hidden among the coins and notes are history and culture. The currency ranges from ancient to modern, from foreign to colonial to American. But each piece, from a finite time and a particular society, offers insight into what life was like for the people who used that money. It is in these glimpses into human lives that the fascination lies.

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Sidebar:

The Mercantile Money Museum

Location: Podium Level (2nd Floor)
Mercantile Tower
Seventh & Washington
St. Louis, MO 63101

Across from America's Center and the St. Louis
Centre

Hours: 9:00 a.m to 4:00 p.m. daily, including weekends
and holidays.

Admission: Free

Telephone: 314/421-1819

MEMORANDUM

DATE: March 10, 1993
TO: Tom Serfass
FROM: Therese Meyerhoff
RE: Travel Article on the Money Museum

Enclosed is a re-draft of the article for travel magazines on the Mercantile Money Museum. Please feel free to be brutally honest - I can take the criticism. And, after keeping you waiting all this time, I probably deserve it!

I have not attempted to cover all the ground that our previous author did, but I did want to hit a couple of the highlights. I also hit hard on the idea of the connection between money and history. (This will be obvious when you read the piece.) I thought this might make the idea of a money museum more appealing to some visitors. A room full of money in itself is not that interesting; it is the background information that creates the interest. At least, that's my opinion. Please let me know if you think I've gone overboard - or missed the boat altogether!

Also, please note that I have created a quote for Mr. Newman. That can easily be changed if he is not comfortable with the phrasing or the sentiment. Having never spoken to him, I cannot claim to be familiar with his speech patterns, or his views on his museum.

It would be a good idea to submit a photo or two of the museum with the article. We can start to work on this now - even while still revising the copy. Unless you already have some good photos, I will check into hiring a photographer.

Once again, feel free to mark up the copy however you want - or tell me to start over, if you think I need to.



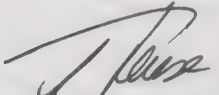
MEMORANDUM

DATE: May 26, 1993
TO: Tom Serfass
FROM: Therese Meyerhoff
RE: Money Museum Travel Article

Attached is a re-re-draft of the article written for travel magazines. I believe it takes advantage of several of your suggestions, including using more specifics to stimulate curiosity about the museum.

I apologize again for the length of time it has taken me to get this accomplished. I appreciated your offer to write the piece yourself, but I hated to shove the assignment off on you. I did promise to take care of it, after all!

I think we're getting closer. I hope you agree. Please let me know what you think.



Therese



**Mercantile
Money Museum**

Mercantile Tower
Seventh & Washington
St. Louis, Mo. 63101
314-421-1819

Michael Bader
AVP Facilities Management
Mercantile Bank NA
1 Mercantile Center
St. Louis, MO 63101

May 28, 1993

Dear Mr. Bader:

Our supply of brochures is nearly exhausted and I would like to request a reprinting. We had an unusual surge of demand created by the opening of the St. Louis Heritage Center and the grand opening of America's Center. The demand for brochures is likely to remain in the 8,000 - 10,000 a year category unless I refuse to provide them to interested groups. I remain conservative to downright stingy as to brochure requests.

The brochures have served a dual marketing purpose in some instances such as supplying the May Co. relocation team with 500 brochures for the executives transferred to St. Louis. If funding for the brochures is a major problem perhaps you might contact Patrick Strickler or Ralph Babb who have been enthusiastic about expanding the museum's visibility.

Thank you for your cooperation in this matter.

Sincerely,

Thomas Serfass
Curator



**Mercantile
Money Museum**

Mercantile Tower
Seventh & Washington
St. Louis, Mo. 63101
314-421-1819

Memorandum

To: Patrick Strickler

From: Thomas Serfass

Date: June 3, 1993

RE: Coin Education program

The museum would like your thoughts on possibly giving or loaning sets of foreign coins to schools for use as geography or math teaching tools. Our initial thinking was to make out-right gifts to the schools or perhaps teachers. This would be on a first come first served basis, and we are thinking of producing perhaps 100 such sets, but the project is still in the idea stage. We are particularly interested in any objections you may have before we proceed further. Your input into the program design is most welcome if we proceed.

There have been numerous requests from teachers for references to places where they could obtain a few foreign coins for class room use. So far my answer has been to check with local coin dealers who may have inexpensive coins or who may simply give them a small quantity for teaching purposes.

From time to time we are given coins which are not suitable for our collections either because of worn condition (low grade) or because donations include large multiples of the same piece. We have the chance to acquire approximately 10,000 such coins for a very nominal charge and so the opportunity of creating a teaching tool for either geography or math with these foreign coins presents itself. Sadly, I doubt whether we will have enough coins to make the sets available to all who might wish to participate but we certainly could produce at least 100-200 sets of coins perhaps more depending on how it is organized. We are most interested in your thoughts and feelings on this kind of project before we proceed further.

c: Therese Meyerhoff

MEMORANDUM

DATE: June 3, 1993
TO: Tom Serfass
FROM: Therese Meyerhoff, #2617
RE: Money Museum Article

Here it is again - including the changes made based on your very thoughtful comments. Please share the article with Mr. Newman and let me know what he thinks.

Unless we are way off base still, I'd like to get this out soon, before tourist season completely passes us by.

Thanks again for your patience.



Therese

**Mercantile Money Museum Article
Media List
Travel Publications — 43 Total**

AAA Motor Club Publications

AAA Today (Official publication for Ohio's AAA members)
Bi-monthly, Circ: 1,700,000

AAA World
Bi-monthly, Circ: 3,206,000

Chicago Motor Club Home & Away
Bi-Monthly, Circ: 353,793

Michigan Living
Monthly, Circ: 1,035,844

The Midwest Motorist (Automobile Club of Missouri)
Bi-Monthly, Circ: 365,000

Going Places (AAA Auto Club South)
Bi-Monthly, Circ: 866,000

Home & Away Indiana
Bi-Monthly, Circ: 192,000

Home & Away Minnesota
Bi-Monthly, Circ: 222,430

Home & Away Nebraska
Bi-Monthly

Home & Away Ohio
Bi-Monthly, Circ: 379,475

National Motorist
Bi-Monthly, Circ: 125,000

Ohio Motorist
Monthly, Circ: 390,000

Today Magazine, AAA Cincinnati
Bi-Monthly

Airline Inflight Publications

America West Airlines Magazine
Monthly, Circ: 130,000

American Way (American Airlines, Inc.)
Bi-Weekly, Circ: 295,927

Continental Profiles (Continental Airlines)
Monthly, Circ: 350,000

Northwest Airlines World Traveler
Monthly, Circ: 350,000

Sky Magazine (Delta Air Lines)
Monthly, Circ: 500,000

Southwest Airlines Spirit
Monthly, Circ: 200,000

TWA Ambassador
Monthly, Circ: 265,000

US Air Magazine
Monthly, Circ: 450,000

Vis A Vis (United Airlines)
Monthly, Circ: 500,000

General Interest Travel

Adventure Road
Quarterly, Circ: 1,531,000

Amtrak Express
Bi-Monthly, Circ: 253,000

Conde Nast Traveler
Monthly, Circ: 700,000

Discovery
Quarterly, Circ: 1,800,000

Endless Vacation
Monthly, Circ: 850,000

Ford Times

Monthly, Circ: 700,000

Friendly Exchange

Quarterly, Circ: 5,400,000

Friends

Bi-Monthly, Circ: 662,997

Relax

Monthly, Circ: 121,000

Travel & Leisure

Monthly, Circ: 1,100,000

Travel News

Monthly, Circ: 250,000

Travel/Holiday

10 Times/Year — 20th, Circ: 550,000

Travelhost

Monthly, Circ: 900,000

Vacations

Quarterly, Circ: 272,000

Vista/USA (Exxon Travel Club)

Quarterly, Circ: 700,000

*Business & Corporate Travel**Business Traveler International*

Monthly, Circ: 40,000

*Trade Magazines**Recommend*

Monthly, Circ: 52,000

Travel Digest

Monthly, Circ: 25,000

Travel Weekly

Bi-weekly, Circ: 21,198

Travel World News
Monthly, Circ: 41,000

Travelage MIDAMERICA
Weekly, Circ: 21,000

Mercantile Bancorporation, Inc.
Mercantile Money Museum Article
Draft: June 3, 1993

A Treasure Chest of Cultural History Hidden in the Heart of the Midwest

Did you ever wonder why a quarter is two "bits" and "eighths" are used on the New York Stock Exchange?

Until 1857, Americans used foreign coins — mostly Spanish dollars. And to make change, they cut the dollars into four or eight pieces. You probably won't find this information in a history book. But once you see the "bits" exhibit at the Mercantile Money Museum in the downtown St. Louis, the term "making change" will take on a whole new meaning.

The Mercantile Money Museum is just the place to help you discover the historical treasure chest hidden within the coins and currency used by your ancestors — and by people from more than 80 countries around the world.

When you first enter the museum, you'll encounter a familiar face in a larger-than-life mannequin of Ben Franklin. At the push of a button, the wise old revolutionary comes to life to remind us that he was more than an author and a statesman. He was a major influence in the development of money in the American colonies.

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Money Museum, Page Two

Perhaps Franklin's greatest contribution to the art of money-making was his ingenuity at foiling the counterfeiter. The first paper money was hand engraved — and easily copied. Franklin perfected a method using a leaf to make an impression on the metal plate that was used to print money. The delicate veins of the leaf made it nearly impossible for engravers to copy the prints by hand.

After you check out Franklin's nature prints, wander over to the counterfeit money exhibit — where you can test your skill at telling the fakes from the genuine articles.

Nearby, a talking mannequin of a convicted counterfeiter in a "jailbird" suit describes how, in his day, counterfeiters were branded with a "C" — and their ears were cropped.

If you're interested in funny money, the museum has an errors display featuring a dollar with a missing seal, the first U.S. dollar printed with a different denomination on each side, and more.

Exhibits also show how African Americans, American Indians and women have made their mark on money. A woman's signature has been on all U.S. paper money since the first woman treasurer was appointed in 1949. In 1899, a U.S. \$5 silver certificate featured a portrait of Sioux Chief Running Antelope. And Blanche K. Bruce, the first African-American senator from Louisiana after the Civil War, was register of the treasury and signed national bank notes from 1881 to 1885.

Mercantile Money, Page Three

Today, a \$3 bill is about as worthless as the paper it's printed on. At the museum, you can see authentic \$3 bills that were commonly used before the Civil War.

The "Dollar Bills of the World" exhibit shows samples of money from Australia to Zimbabwe — and virtually everything in between. There's even a Disney dollar embellished with Mickey Mouse's smiling face.

In addition to its visual treasures, the Mercantile Money Museum offers you a gold mine of tantalizing trivia.

For instance, did you know that...

- The first use of the word dollar as a monetary paper money unit was on the 1767 issue of Maryland paper money. Before that, the early colonists used pounds, shillings and pence ^{as their} ~~for~~ ^{ary} paper money. *Units on Paper money*
- In the United States during the 19th century, banks and individuals would check the weight of U.S. gold coins and reduce their face value to reflect the extent of wear. (That might discourage you from jiggling change in your pocket.)
- The word "greenback" originates from the first federal money which was printed with green backs to thwart counterfeiters — because green ink wouldn't reproduce on a photograph.

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Mercantile Money, Page Four

The museum represents just a portion of the important collection amassed over the years by St. Louis businessman, Eric P. Newman. His book, Early Paper Money of America, is the definitive reference work on the subject.

Whether you're looking for a fun family excursion, pursuing a scholarly interest in money or just passing through — the Mercantile Money Museum is well worth the visit. The collection of coins and currency from 1720 up to Susan B. Anthony dollars — and from all over the world — is impressive in its scope and its diversity. But more than that, each coin and each paper bill tells a story of human history — and gives us a look into the lives of the people who used that money.

So, the next time you visit the gateway to the west, be sure to take a trip back in time with a quick tour of the Mercantile Money Museum. And before you leave, stop by the penny press where, for only a cent, you can make your own souvenir. After all, a penny's not worth much these days...or is it?

Oh — and the museum's free.

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Sidebar: The Mercantile Money Museum

Location: Podium Level (2nd Floor)
Mercantile Tower
Seventh & Washington
St. Louis, MO 63101

Across from America's Center and the St. Louis Centre

Hours: 9 a.m. to 4 p.m. daily, including weekends and holidays

Admission: Free

Telephone: 314/421-1819

MEMORANDUM

DATE: June 4, 1993
TO: Tom Serfass
FROM: Therese Meyerhoff, #2617
RE: Money Museum Article

As you and Mr. Newman review the latest draft of the article on the museum, I would like to look ahead to the next steps. I am enclosing a proposed distribution list. Please look it over and let me know if there are any publications you would like to see added. Keep in mind that the focus is tourists - as you well know, this piece is not intended for numismatists. I believe I will also send the piece to local publications. You never know what they might decide to pick up!

Secondly, it would really improve the impact of the story if we could send photos with it. I will be happy to take some photos myself, or hire a photographer if necessary, but you might already have some black and white photos on hand that we can reproduce. I would like to send a formal photograph of Mr. Newman, one of Ben Franklin or the counterfeiter and perhaps one of a coin or bill mentioned in the story. Do you have anything that would be appropriate?

Let me know what Mr. Newman has to say.

A handwritten signature in cursive script, appearing to read 'Therese', is located below the typed text.

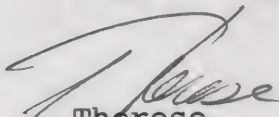
MEMORANDUM

DATE: June 8, 1993
TO: Tom Serfass
FROM: Therese Meyerhoff
RE: Coin Collections

Pat Strickler and I discussed your proposal to create and distribute coin collections to schools for their use in teaching math and/or geography. We both agreed that it sounds like a terrific idea - and one that we might want to expand on, as the second step in promoting the museum.

Pat and I already discussed a couple of ways to select the schools to receive the coin collections, but perhaps you and I should get together to discuss the details before we get too far into any planning.

Let me know when you are available to talk about the collections. I am at 425-2617.


Therese

MEMORANDUM

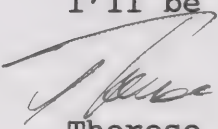
DATE: June 16, 1993
TO: Tom Serfass
FROM: Therese Meyerhoff
RE: Money Museum Article

Thanks for the revisions from Mr. Newman. I am having Carol Enright, the writer, make those changes.

I am also looking into hiring a photographer so that we have some photos to send out with the piece. I don't know yet how expensive that will be or how long it will take, both of which will factor into our decision to do it or not.

I thought I should call to your attention the rather poor condition of our friend Ben Franklin. (I realize you probably don't pay too much attention to the mannequins, since you work there every day.) I took an associate through the museum yesterday and activated Ben. Both the audio and video portions had deteriorated since I last saw him. I don't know who produced the film, but perhaps we can get a new print of it or have this one cleaned. I'd be happy to work with you on this, if I can help in any way.

I'll be in touch to schedule a time for the photographer.



Therese



**Mercantile
Money Museum**

Mercantile Tower
Seventh & Washington
St. Louis, Mo. 63101
314-421-1819

Micheal Bader
AVP Facilities
Mercantile Bank, NA
One Mercantile Center
St. Louis, MO 63101

October 11, 1993

Dear Mike:

A unique opportunity has arisen to improve the money museum's audio-visual presentation and we would like to request that this be considered seriously for the capital improvement budget for 1994. I apologize for the lateness of the request.

Luminaro has produced a program on coins for the Smithsonian Institution on CD-I which includes pictures and discussions on coins along with interviews with some experts in the field who include Alan Lovejoy, Joseph Lasser and Eric Newman. The interactive CD contains four hours of material which patrons can access selectively. I am sure you are familiar with this technology.

This program is being sponsored by Phillips Electronics of the Netherlands. The entire cost of the package is less than one thousand dollars. Phillips will deliver to us a CD player (\$420) and a 26 " color monitor (TV) with remote (\$449) and the only other costs associated would be to anchor the remote or to install a mouse to use instead of a remote control. Phillips is interesting in testing these products in a relatively high use environment rather than the current in home usage.

The contact person at Luminaro is Ginny Rice (703) 739-9458 and she can obviously provide many more details than either myself or Mr. Newman. Please feel free to contact her at any time.

I look forward to hearing your thoughts on this matter. Thanks for the continuing support and cooperation.

Sincerely,

Thomas Serfass



Mercantile Money Museum

Dear Mr. Strickler:

Please find enclosed a draft of a letter I would like to send out by the 21st of April.

If you have any objections, please let me know right away. I don't foresee any problem, but I wanted to give you a chance to comment or object. I apologize for the rush, but Mr. LaBenne is in a hurry and I see no reason not to accommodate him.

Thank you for your attention.

Sincerely,

Thomas Serfass
Thomas Serfass

421-1819
Tram 06-9

Draft

Joe La Benne
Interactive Communications Ltd.
130 Pierce Blvd.
O'Fallon, IL 62269

April 15, 1994

Dear Mr. LaBenne:

The Mercantile Money Museum is glad to give our permission to Interactive Communications Ltd. to use images of our museum and text concerning it to help promote this and other St. Louis attractions via electronic kiosk (CD-ROM) in the St. Louis area. We understand and agree that there is no charge for these promotional services and that Interactive Communications, Ltd. is extending these services free of charge because we offer free admission to our museum and are an attraction of interest. We also agree that any material in the Mercantile Money Museum listing which either Mercantile Bank N.A. or Mercantile Money Museum finds inaccurate or objectional will be removed in a timely fashion.

Thank you for your support of the Mercantile Money Museum.

Sincerely,

Thomas Serfass
Curator

cc: Mike Bader
Patrick Strickler



**Mercantile
Money Museum**

Mercantile Tower
Seventh & Washington
St. Louis, Mo. 63101
314-421-1819

Patrick Strickler
Senior Vice President
Public Affairs Administration
Mercantile Bank, NA
1 Mercantile Center
St. Louis, MO 63101

June 28, 1994

Dear Mr. Strickler:

One of the biggest hurdles for promoting the museum is to simply inform St. Louis area residents and Mercantile Bank customers of our existence. Too many people are unaware of our existence.

Toward solving that problem at least with respect to Mercantile and soon United Postal Savings customers I would like to request one slot on the sales brochure rack in each of the bank's branches. It seems to me to be a relatively cost effective way to inform bank customers of our existence. Both United Postal Savings and Mercantile have been very aggressive with brochure promotions of various financial products and I am hopeful that one space in those racks could be made available to the museum or that we could be incorporated into a redesign of those sales presentation brochure racks.

Offering Mercantile Money Museum brochures would provide image enhancement to the bank by reinforcing the idea that the bank is not only selling products but also providing services and information which will be helpful to the consumer. Information about our free admission museum can only strengthen the impact and credibility of the whole sales information array with regard to the bank being "customer friendly" and community oriented.

If your office is not the most appropriate organizational path to seek implementation of this proposal, I would appreciate any advice you could give me about the proper channels for advancing this proposal. Any assistance or advice you can provide will be greatly appreciated.

Sincerely,

Thomas Serfass
Curator

3/15/1996

Mary E. Rushing
RC : 671
Building Services
TRAM: 06-9

MS 071

15

96

Look at your money—is it the real thing?

Worldwide, \$350 billion in U.S. paper currency is in circulation. Last year, an additional \$25 million in what looked like U.S. currency also went into circulation, according to the Secret Service. But the Federal Bureau of Engraving and Printing was not the source of these bills. They're counterfeit. Counterfeit bills, while still only a small percentage of the currency in circulation, are a growing problem, the Secret Service says. In fiscal 1994, the Secret Service seized \$45.7 million in counterfeit currency before it reached the American public.

Why the increase? Authorities blame the rise in counterfeiting on the proliferation of high-quality color copying machines and sophisticated offset printing machines. But even with the advanced technology available to them, counterfeiters still rely more on their victims' inattention than on their own skill in creating realistic-looking bills.

Sherrie Royer, supervisor, Cash Services, MBSL, agrees. She and

her staff find many counterfeit bills that have been passed into the daily deposits made by their large, retail customers.

"The holidays are the biggest time for counterfeiting, and we've seen every kind of bill," she said. "Last Christmas, we found a bill on which someone had pasted the corners of a \$20 to a \$1; some are literally just xerox copies."

Royer said the most commonly counterfeited bill is the \$20, because it's the largest denomination people accept readily. Abroad, \$100s are more popular. When they find counterfeit bills, Royer said they must debit the customer and send the counterfeit bill to the Secret Service.

Safeguarding our currency

To foil counterfeiters, hard-to-duplicate features are incorporated into the currency. For example, micro-printing appears on the rim of the portrait. The words "United States of America" are repeated along both sides of the portrait. This

Portraits on U.S. currency

\$1	Washington
\$2	Jefferson
\$5	Lincoln
\$10	Hamilton
\$20	Jackson
\$50	Grant
\$100	Franklin
\$500	McKinley
\$1,000	Cleveland
\$5,000	Madison
\$10,000	Chase
\$100,000	Wilson

Denominations of \$500 and higher were discontinued in 1969, although some remain in circulation. At one time, \$500, \$1,000, \$5,000, \$10,000 and \$100,000 bills were printed. The latter, however, were for use only in transactions between the Federal Reserve System and the Treasury Department.

printing is discernible, but not large enough to read without the aid of magnification.

Also, a clear, thin, polyester thread is embedded in the paper, running vertically through the clear field at the left of the Federal Reserve seal. A repeating denomination identifier is printed along the length of the thread. The thread, which appears in all bills except \$1s and \$5s printed since 1990, is invisible unless the bill is held up to a light.

continued on page 2

Genice Read joined
Core Banking staff
in St. Louis to care-
fully review validation
reports during
conversion
weekend.



Mercantile Bank of Plattsburg successfully converts to MERITS

Planning, focus and teamwork led to the successful conversion of the deposit accounts and customer information files of Mercantile Bank of Plattsburg on the weekend of February 10. The data converted from the current Legacy systems to Mercantile's new system, MERITS (Mercantile Information Transaction

System), an M&I software package. "The conversion from Legacy

to MERITS is an infrastructure upgrade that adds more features and functionality to support future growth of the corporation," said Dave Reel, systems services manager, Core Banking Services.

For the bank, it simply means better service to customers. "This new software means that we will be able to do our jobs better," said Alan Hall, CEO, Mercantile Bank of Plattsburg. "We have quicker access to information, and can retrieve it in a more user-friendly manner."

Genice Read, operations officer, Plattsburg, agrees. "We'll have Deposit/CIS information at our fingertips. The system offers a great deal of flexibility."

Plattsburg was the first in a series of conversions from Legacy to MERITS. According to Read, Plattsburg was the perfect bank for the initial conversion.

"We met a number of criteria. For one thing, our bank had been on an M&I system before we converted to Mercantile in 1993, so our employees

continued on page 4

Look at your money

continued from page 1

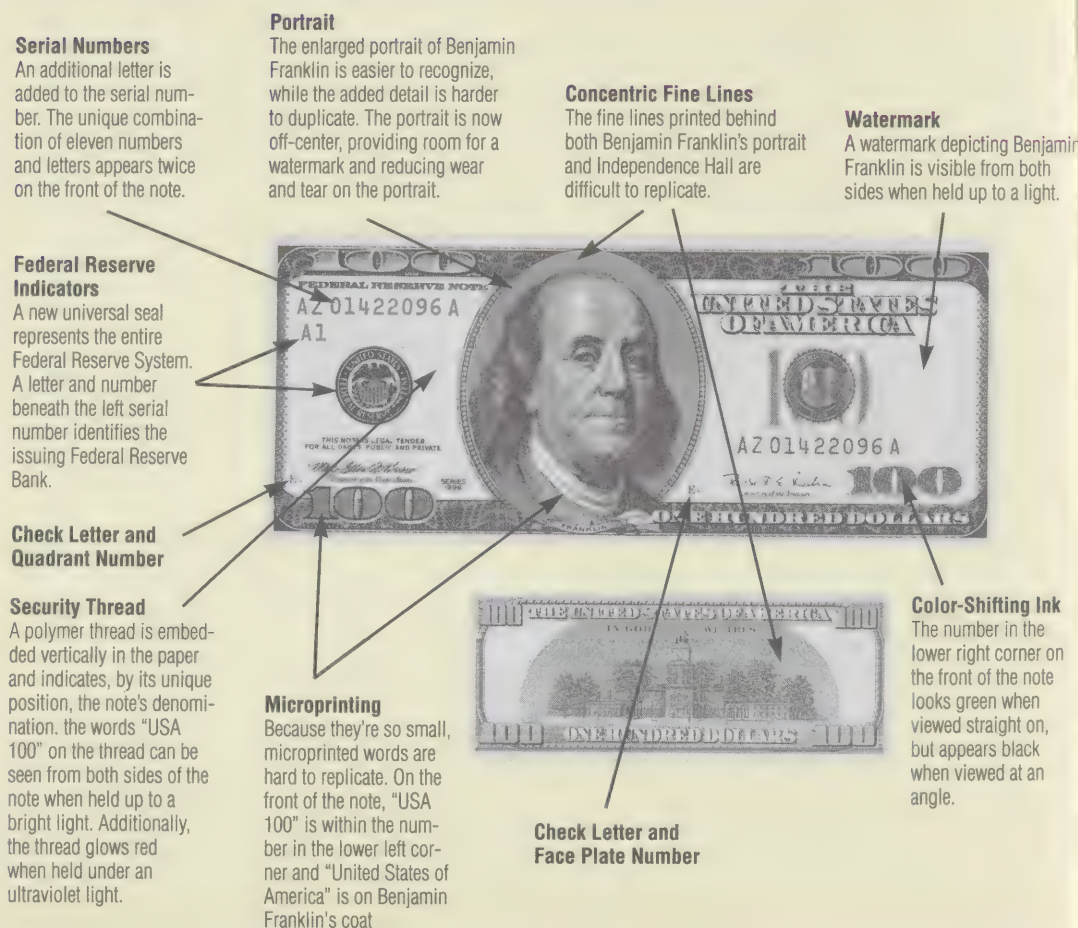
The government has made only minor changes to the design of its currency since the existing bills were put in circulation in 1929. Beginning with the \$100 note in 1996, however, the U.S. Treasury is issuing currency with new and enhanced security features. The schedule for introduction of additional newly designed denominations is one a year; the \$50 is to come in 1997. There will be no recall or devaluation of any U.S. currency—as old notes reach the Federal Reserve, they will be replaced by the redesigned currency. See the diagram on this page to learn about security features of the new \$100 bill.

How to spot a phony bill

Most Mercantile Banks have money-counting machines that are designed to reject counterfeit bills.

Across the system, Mercantile tellers and commercial cashiers are adept at spotting false currency. For Royer, the most noticeable feature is the texture of the paper, which in authentic money is a 100% cotton rag. She listed additional qualities to watch for in determining the authenticity of a bill:

- If you look closely at the paper, you'll see tiny red and blue fibers.
- U.S. currency has outstanding clarity and detail. Check the small sawtooth points that make up the



outermost edge of the circular Federal Reserve and Treasury seals, the scrollwork, crosshatching and outer margins of the bill.

- The numbers and letters on genuine bills are sharp and clear, and have a unique style, with even spacing.

Mercantile Trust Incentive Program expands

Experience has shown that the best prospects for Mercantile Trust services are existing customers. By getting to know customers, and anticipating their financial needs, Mercantile bankers provide the best service possible. Through the Mercantile Trust

Under the new program, employees will receive 15% of the estimated first year's fee on new accounts they refer. Plus, once the total number of new accounts referred by an employee reaches certain levels, the percentage payouts become larger—up



Referral Incentive Program (TRIP), Mercantile employees who are in contact with customers on a day-to-day basis can earn significant cash rewards for referring business to Mercantile Trust Company.

TRIP has recently been enhanced to make it one of the most lucrative incentive programs in the country, according to Terry Parsons, Investment and Trust Planning.

to 45% of the estimated first year's fees. "Once you reach this level, you will continue to receive 45% payouts on all new business," explained Parsons. "At the same time, referring customers to products that benefit them is a great way to show excellent customer service." For more information on TRIP, call Parsons at 425-3890.

How to earn TRIP dollars

- **TALK** with your customers. Learn about their needs and how Mercantile Trust services can be of benefit to them.
- **IDENTIFY** those customers who qualify. Individuals should have \$300,000 or more in manageable assets, not including their home, to qualify as a suitable trust prospect.
- **ASK** permission from the customers to refer them to a Trust Officer. You don't have to sell any services, just introduce the concept. A Mercantile Trust officer will do the rest.
- **INFORM** a Trust business development officer about your prospect by filling out a Customer Referral Form. Follow up by making personal introductions or inform the prospects that you have asked the Trust Officer to call them.

BANK NOTES

Money makes history at the Mercantile Money Museum

Eric P. Newman is recognized internationally as an authority on numismatics—the collection of coins, paper money, books and memorabilia related to money. His desire to share the knowledge and history of numismatics resulted in a donation of a large portion of his extensive collection to be displayed to the public. That's how the

Mercantile Money Museum was founded.

Located at the corporate headquarters in the Mercantile Tower in St. Louis, the

Mercantile Money Museum opened to the public in 1981. It has no gift shop, and, ironically, no means of revenue. The museum is a cooperative undertaking between Mercantile Bank and the Eric P. Newman Numismatic Education Society.

Tom Serfass, curator, answers with enthusiasm any questions about the collection or current exhibits presented by the museum's 18 to 20 thousand visitors per year. "It is my role to help students and tour

groups understand and enjoy the historical value of the pieces in the collection," he said.

Serfass is assisted by two audiovisual mannequins—one of Benjamin Franklin and the other a counterfeiter, who greet visitors at the museum's entrance. Franklin expounds on money matters and the world scene, peppering his remarks with his many witticisms. The counterfeiter, in prison garb, ruefully explains his predicament and the penalties for counterfeiting.

The oldest coin in the collection is dated 1486, and the newest addition will be the newly designed \$100 bill. And there is everything in between. "The majority of the pieces represent the economic and social experiences of the United States, and the world," said Serfass. "They depict history."

Tim Serfass invites all employees to visit the Mercantile Money Museum when in St. Louis

For example, Serfass points out the spring-loaded coin purses used by Victorian ladies who objected to coins jingling in a pocket or purse. Or the 1865 and 1875 series \$20 which features the baptism of Pocahontas.

And did you know that not only George, but Martha Washington, has had her portrait on paper money?

The collection also includes such items as the money shovel used by the Chinese and Japanese to count money; the first cash register, circa 1880, known as the "Pub Till" from London, England, as well as a wide selection of colorful paper money from other countries.

The collection of numismatic literature is housed in a room that resembles an old Victorian library. This room is available to students and scholars by appointment.

A scheduled tour is not necessary, but available if you call ahead of time. Hours are 9 a.m. to 4 p.m. daily, including Saturdays, Sundays and holidays. For group visits and inquiries, call 314-421-1819.

Mercantile employees "Go for the Gold" at Corporate Banking annual meeting

A number of Mercantile employees received recognition for "Gold Medal" performance at the Corporate Banking Annual Meeting on February 29.

Kicking off the meeting was W. Randolph Adams, chairman, Mercantile Bank of St. Louis, who welcomed the 300 employees and praised the high performance of 1995. Surrounded by Olympic medals and torches displayed on the stage, Joseph Hasten, president, MBSL, reviewed 1995 performance and presented future goals for the department's continued success. Hasten was then joined by Susan

Wienstroer, chief of staff, to present the following "Gold Medal" awards.

Teamwork Award

The Electronic Federal Tax Payment System project is just one of the results of the outstanding teamwork of Government Services Operations. In a close collaboration of operations, marketing and financial analysis, each area plays an instrumental role in the overall success of the business. Their efforts contribute significantly to the profitability of the organization.

The members of the group recognized for teamwork are Tom Collins, Vicki Burke, Kathy Brouk and Laura Randant, Government and Public Services; Frank Sanfilippo, Comptrollers; Karen Campbell, Karen Butler and Chuck

Kelso, Government Lockbox, and Steve Soroka, Deposit Services Administration.

Group of the Year Award

The St. Louis Group—Central Region, received this award for the exceptional results in surpassing goals of profitability, customer service and credit quality. The group added 10 significant new client relationships in 1995. Net operating income increased 46% over plan and 21% over 1994, and average net assets increased 6.6% over 1994. Headed by Chuck Carpenter, manager, Central Region employees are Don Adam, Laurie Debord, Craig Fowler, Matt Lynch, Clarisse Margulis, Stephanie O'Connor, James Pollard, Stacy Rubenstein, Peg Schramm, Gary Vaupel, Cindy Wasson and Kathryn Williams.

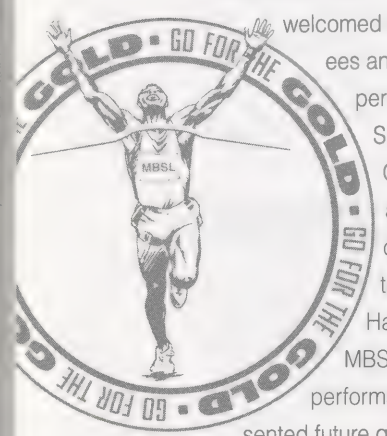
Deal of the Year—Small Business

The award recognizes the efforts of Kathryn Williams and Peg Schramm, Central Region, for their persistent effort in rekindling a business relationship with a former client that resulted in landing a significant account for the bank. The new business generated includes \$2.7 million credit exposure with \$1.2 million average loan outstandings, all depository accounts, numerous cash management services and an ARCH Funds sweep account.

Deal of the Year—Middle Market

Kevin Olson, group manager; Tanya Lewandowski, and Mike Wurstaugh, Real Estate, received the award for promoting a strategic objective in Corporate Banking, that

continued on back



Co-op students lend helping hand at Mercantile

Need a helping hand around the office? The Cooperative Education Program may be just the hand you need. Enlisting students from 16 high schools in the St. Louis metro area, Mercantile's co-op students have been helping Mercantile offices run smoother since the program was initiated in 1969. Instruction and Training, Career Exposure, Employment, Enrichment. Those are valuable assets that Mercantile's co-op students gain through their experience working at Mercantile.

"What you gain in your office are bright, energetic workers willing to learn," said Emerson King, Professional Recruiting, coordinator of the program. Currently, 36 co-op students work in more than 25 departments throughout the bank. Most students are well acquainted with PCs, 10-key data entry and other office machines. Gaye Cross, Professional Recruiting, works with co-op students in her unit every year. "I rely on co-op students to complete tasks that are critical to the smooth operation of our office," she said. "The added bonus is watching the students grow as they learn new skills and absorb the corporate environment at Mercantile."

"In the past few years, I've seen an increased level of skills, particularly in PC experience," she added. Between now and mid-April is the time to request co-ops for the summer and fall program, according to King. For additional information, contact him at 425-2586, or Debby Gabris, Professional Recruiting, at 425-2578.

MBSL offers Kiplinger Financial Videos as customer promotion

Mercantile Bank of St. Louis has purchased the exclusive rights to promote the Kiplinger Financial Videos in the St. Louis market. Produced by the creators of *The Kiplinger Newsletter*, the popular economic-outlook publication, the tapes give ideas and suggestions on types of investments for savings, risk tolerance, borrowing and retirement planning.

MBSL is offering the videos to customers through three marketing campaigns. The first, February 13 through April 15, offers "Retirement Security" and "A Guide To Mutual Funds" videos to clients opening a new CD, making a 1995 or 1996 IRA contribution, or rolling over or transferring a new IRA to MBSL.

"Watching the video and completing the workbook helps the client get a better idea of their financial prospects for retirement," said Patrick Higgins, Sales and Staff Development, MBSL. "The key to this promotion is that our bankers follow up with a telephone call to answer questions, and take the opportunity to offer the right products to help clients reach their retirement objectives."

"We see this as an excellent cross-selling opportunity, and a great way to help people plan for the future," he added.

The videos are also being used as giveaways for potential clients who meet with MBSL Financial Services Representatives for presentations. The second and third campaign will occur later in the year.

Mercantile employees "Go for the Gold"

continued from front

of creating a new market niche for the bank, while at the same time setting an example for sound structure, quality and pricing. The team worked together to expand a key customer relationship, establishing a \$35 million revolving credit for a middle-market customer in 1995.

Deal of the Year—Large Corporate

Jim Walker, manager, John Billings and Gerald Kirk, Mid America; and Kirk Porter, group manager, and Liz Vahlkamp, Capital Markets, led a \$115 million syndication for a management-led buyout of a long-time Mercantile customer in 1995. In 10 working days, the group focused to develop a structure that worked for the company, equity investors and providers of \$150 million institutional debt. The successful effort significantly contributed to Corporate Banking objectives, generating over \$800,000 in fees and securing all depository accounts.

Deal of the Year—Non-credit

Tom Sherman, Middle Market; Mary Beth Jearls and Suzanne Michel, Cash Management; Amalia Damgaard, Trade Finance, and Jim McCaddon, Merchant Services, exhibited a high level of commitment as they completed a comprehensive banking services proposal in a two-week period. Their efforts paid off—the client accepted the proposal, which generates \$85,000 annually in fee income.

Rookie of the Year

Sean Lee, Large Corporate, was recognized for his positive attitude and quick grasp of new and complex issues, procedures and skills. In his first year, his diligence has resulted in developing several new business opportunities for Mercantile.

Trust Relationship Manager of the Year

Serving as relationship manager to a number of important clients, George Dixon, Trust Custody Administration, was recognized for his client-focused approach to

account management. Handling a portfolio of more than \$1 billion in assets and \$700,000 in revenue, he successfully manages client expectations and resolves operational issues, while continually looking for new opportunities to increase business.

Banker of the Year

Mike Wack, West Region, was recognized for his success in managing the largest portfolio in the St. Louis Business Banking division. He also led the division in prospect calls, and, for the last three years, led the division in new loan commitments. His positive attitude and high motivation have had a positive impact on less experienced relationship managers, helping them to increase their sales success.

Administrative Assistant of the Year

Tomi Dickey, Retirement Services, received the award for her client-focused approach coupled with a friendly and considerate attitude, team work, technical proficiency, creativity and initiative.

Customer Service Award

Peggy Fox, Service Industries, received the award for consistently displaying persistence, creativity and flexibility to exceed customers' needs. She is noted for her proactive approach to customer problem-solving, providing products and solutions exceeding their needs, thereby enhancing significant, profitable customer relationships.

"Arnie" Award

Presented by John Arnold, chief financial officer, this award represents outstanding credit performance. Kevin Olson, group manager, received the award for the Real Estate group, which has achieved a consistently high level of credit excellence.

Internal Support Award

Charnell Patrick, International Letters of Credit, and David Rubin, Legal, are two Mercantile employees who work in areas other than Corporate Banking. They were recognized for their tremendous support to the department.

New claims management system makes it easier for injured employees to get back to work

This is the second in a two-part series of articles about changes in the Insurance and Risk Management department. In the previous article, Insight looked at the steps the department is taking to create a safer work environment and help prevent injuries. This article discusses how the department has changed its claim procedures to help already-injured employees return to work quicker and in better health.

Jeanine Thole-Wilson has a very simple philosophy. *She believes employees want to be healthy, and they want to work.*

As the new claims manager in Mercantile's Insurance and Risk Management department, Thole-Wilson helps employees who have been injured on the job do just that.

"My job is that of an employee advocate," explains Thole-Wilson, "When employees are hurt on the job, I'm here to see that they don't get lost in the system."

Thole-Wilson maintains a database which tracks every injured employee's status. It's her job to make sure employees get the health services they need in a timely manner. She is also responsible for keeping the lines of communication open between injured workers and their supervisors, doctors, insurers, nurse case manager and all the other parties involved in helping them get better.

"Sometimes, for instance, employees return to work initially on a 'restricted duty' basis," says Thole-Wilson. "That transition period can be particularly stressful. I work with and educate both our employees and their supervisors on how best to accommodate any restrictions."

This new "worker's advocate" position is one of several important changes Mercantile is making in the way it manages worker injury claims, according to Jerry Postlewait, manager of Insurance and Risk Management.

"Historically, Mercantile focused on ways to minimize the premiums it paid for workers' compensation insurance," says Postlewait.

"But the bank had no mechanisms in place to help employees once they were injured, or even to track the substantial amounts it was paying in claims. We were basically over-looking research that

shows that one of the best ways to speed the healing process is to return a person to work."

Research also indicates that the longer injured workers remain away from the work place, the less chance they have of ever returning.

"By taking a more proactive role in managing worker injuries, we found we could help employees

get better faster, while also achieving substantial cost savings," explains Thole-Wilson.

The tele-claim process

Insurance and Risk Management's second step was to streamline the process injured employees must go through to make a claim.

"Historically, employees were

required to notify their supervisor of their injuries. The supervisor notified our department, we notified our insurance broker, who notified the insurance carrier," says Postlewait. "In the meantime, the employee was often left wondering where or how to seek proper care."

Mercantile's new Tele-Claim system changes all that. Now,

Workers' Compensation Tele-Claim system

1-800-327-3636



Mercantile Bank and The Legend Group to offer tax-deferred retirement plans

Mississippi Valley Advisors Inc. (MVA), a wholly owned subsidiary of Mercantile, and The Legend Group have entered into a strategic alliance to offer retirement savings plans to employees of universities, public schools, hospitals and other non-profit organizations.

The Legend Group is a nationally recognized leader in the design, installation, administration and distribution of Tax Sheltered Account (TSA) retirement programs. Mercantile and The Legend Group will offer Mercantile's proprietary mutual fund family, The ARCH Funds, through a tax-deferred retirement savings plan known as a 403(b) Tax Sheltered Account. A 403(b) plan is the public-sector version of the popular 401(k) plan offered by corporations.

"Our alliance with The Legend Group provides us with the opportunity to expand the market for our investment products," said W. Randolph Adams, chairman and CEO, Mercantile Trust. "We are very proud to have such an association with this successful organization, which has 30 years experience in developing and distributing products for the TSA market."

The Legend Group will begin marketing The ARCH Funds to participants of 403(b) retirement plans in Missouri and Kansas. Once these programs are in place, Mercantile and The Legend Group will extend the alliance to Iowa, Arkansas and Illinois markets.

"This alliance will help The Arch Funds continue to grow in size, which is good news for the current participants. Continued growth will make the Funds

the injured employee's supervisor reports their claims directly to the corporation's insurance carrier using an 800 number.

"If you sustain an on-the-job injury, your supervisor calls 1-800-327-3636 to report the incident directly to ITT-Hartford," says Thole-Wilson. "The adjuster begins work on the claim immediately. The insurance company then notifies me so that, assuming the claim meets certain criteria, I can load it into our database."

Preferred Provider access

ITT-Hartford's service package to Mercantile also includes membership in a PPO which will manage the care of virtually all employees sustaining injuries.

"Previously, only our employees in St. Louis had access to a PPO—

continued on page 4

more viable than they are today," said Tim Engelbrecht, MVA.

If you know of a school, hospital or other non-profit organization that might be interested in this product, contact Tim Engelbrecht at 314-425-2692.

Mercantile and MVA introduced The ARCH Family of Mutual Funds in 1982 with a single money market portfolio and \$90 million in assets. Today, the Fund's 11 portfolios are valued in excess of \$2.3 billion.

Investment products are not insured by the FDIC or any other governmental agency, are not deposits or obligations, or endorsed or guaranteed by any bank, the distributor or any of its affiliates. Investment products involve investment risks, including the possible loss of the principal amount invested.

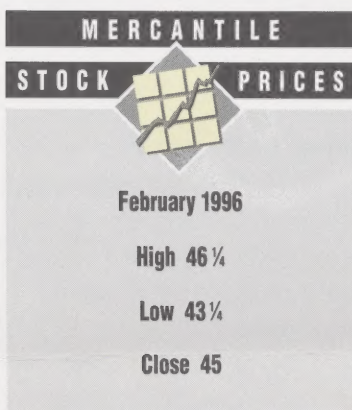
For additional information regarding The ARCH Funds, including a prospectus, which contains details regarding charges and expenses, please call 1-800-452-ARCH. The prospectus should be read carefully before investing or sending money. The ARCH Funds are distributed by BISYS Fund Services.

Mercantile Bancorporation Inc.
P.O. Box 524
St. Louis, MO 63166-0524

Insight is published by the Public Affairs Department on the first and third Friday of each month. News items, story ideas and letters may be submitted via MercMail, telephone, fax or mail to: Annette Guye, (314) 425-8059, Tram 06-6, fax: (314) 425-3887.

A special thanks to the bank reporters and other Mercantile staff who contributed news or provided assistance with this issue.

♻️ Printed on recycled paper.



LETTERS TO MERCANTILE

Sherry Adams and Carolyn Shack, Mercantile Bank of Franklin County.

While enjoying a MESA trip to St. Louis, I fell and suffered an injury to my left shoulder, arm and hand. I want to praise the two Mercantile hostesses who never left my side and followed me to the hospital. Carolyn Shack and Sherry Adams are certainly fine representatives of your bank, and I commend them for their continued concern for my recovery.

Bonnie Engemann, Mercantile Bank of Franklin County. My mom and I want you to know how much we enjoyed the MESA trip to Kansas City. All the activities were fun and interesting and you were so great with the group. Thank you for all your hard work in making the trip a memorable one for us.

Doug Larkin, Mercantile Bank of Warrensburg. For the last six months, this very special person has helped me settle financial matters after the death of my husband. I really appreciated his patience and understanding in my time of need.

Sue Adams, Mercantile Bank of St. Louis. Sue's warm, personal, attentive greeting as she serviced visitors to the drive-up banking facility was really appreciated.

The staff, Mercantile Bank of Trenton. It is intimidating to start a business in a new town. The Mercantile staff has always been friendly and accommodating; it is gratifying to feel that my business is important to you.

Delain Cordes, Mercantile Bank of Northern Iowa. Thank you for all the help you have provided to our family. All of us have benefitted so much from your advice, counsel and all the transactions you have processed.

New claims management system

continued from page 3

and then only in a very limited number of locations," says Postlewait. "Virtually everyone else had to rely on a family physician for care."

"The problem with that approach," explains Janet Hass, Loss Control, "is that general practitioners typically do not have much experience in treating the kinds of injuries that most commonly occur in the workplace."

Thole noted that physicians with expertise in common workplace injuries provide more focused care and detailed directions on how the work environment can be adjusted during transition time and to prevent re-injury.

Other benefits

In addition to reducing the stress on injured workers, a new claims management system has been installed which gives Mercantile new tools for forecasting and addressing problem areas, as well as providing immediate access to the claim status.

"Historically, we have been unable to track where or how losses have occurred," explains Postlewait. "So we've managed claims on a macro level, addressing our solutions to the entire employee base. Now, we are able to pinpoint the problem and develop specific solutions."

In addition to tracking injuries which have already occurred, the department is also stepping up efforts to identify potential injuries early, primarily through education of employees, managers and specialized health personnel.

Mercantile Bank of Plattsburg

continued from page 1

were familiar with it and liked it," she explained. "Secondly, we are a local community bank, and didn't have as many financial products to convert."

Located just north of Kansas City and east of St. Joseph, Missouri, Plattsburg is a prominently residential community with a population of approximately 2,500. The \$38,000,000-asset bank has been a part of the community for more than 100 years.

Read, a 16-year veteran with the bank, was impressed with the smoothness of the conversion. "This is the third conversion I've experienced in my career and by far the smoothest," she said. "The whole process was a well-organized team effort. The data was thoroughly reviewed in advance."

Read was in St. Louis during the conversion weekend. "I jumped at the chance to be with the conversion team in St. Louis,

because I was able to review the converted data before Monday morning," she said. Logistically, the conversion consisted of deconverting four application systems' data from the Legacy systems to tapes, sending the tapes to M&I Data Services in Milwaukee, which converted the data within a matter of hours, and shipped it back to St. Louis, where it was loaded back onto Mercantile's system. The conversion team spent the weekend validating the data manually, via on-screen display and paper reports.

Read explained that a matrix was established to compare the data before and after conversion. "The conversion team did a very good job of creating a matrix to follow in the comparison so that it was not like looking at apples and oranges."

Few discrepancies appeared, however, largely due to advanced scrutinization

of the data, and comprehensive testing of the system in the months of preparation prior to conversion.

For Hall, the prime concern was the invisibility of the process to the customer. "Whenever we enter into a conversion, we want to make it transparent to our customers, and this one was," he said. In those cases when customers needed to be informed of changes—such as those that will be reflected in their statements—Hall said the information was well communicated in advance.

The next conversions, Mercantile Banks of Western Missouri and West Central Missouri, are scheduled for summer. "Eventually, all Mercantile banks will be scheduled for conversion," said Reel.

2276 Laurel Grove Lane
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September 12, 1996

Editor, Coin World
911 Vandermark Road
Sidney, OH 45365

Dear Editor :

During a recent trip to St. Louis I had the good fortune to accidentally stumble upon the Money Museum located in the Mercantile Bank in the heart of the downtown area. In fact, the Bank is within walking distance of the Gateway Arch, Busch Stadium and other major attractions.

The museum's displays were highly educational and portrayed the use of coins, currency, tokens, checks and other means of exchange from the opening of the west to the present day. The displays were of the highest quality and provide a valuable opportunity for novice and advanced collectors to expand their knowledge of numismatics.

My wife just happened to notice mention of the museum while looking at a downtown tourist map. We could very easily have missed it. During the hours that I spent in the museum I was the only visitor. I even had an opportunity to speak with the curator. Hopefully, if these museums can be more highly publicized, they will have more visitors and receive the support from the public and private sectors needed to keep them open. I think it would be a good idea for Coin World to periodically publish the locations and other information about public and private money museums nationwide so that hobbyists can visit them during their travels. A listing or perhaps a pull-out section of the paper would serve as a good reference for collectors to save. Thank you.

Sincerely,

William J. Rodriguez
Captain USN (ret)

P.S. The Money Museum's telephone number is (314) 421-1819.

Sir:

For your info.

THANKS FOR AN
INTERESTING DAY IN
ST. LOUIS -

Clyde

Letters to the Editor

Museum publicity

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William J. Rodriguez
Orange Park, Fla.

Editor's note: The most recent edition of the *Coin*

World Almanac features a chapter on numismatic museums, including U.S. and world museum directories.

Recognition

The Sept. 9 issue of *Coin World* carries an article by Jack H. Fisher, "Henry the Morgue," which I thoroughly enjoyed.

However, as thorough as Mr. Fisher's article is, I should like to add that Henry Morgenthau also deserves recognition as the father of Social Security in the United States.

I should also like to add that Henry Morgenthau's son, Robert M. Morgenthau, is the district attorney of New York County.

Ben Karlins
Fort Lauderdale, Fla.

Fumble

The Sept. 16 issue of *Coin World* tells us that Jack Kemp is promoting a gold standard.

Joel Kurtzman, editor of the *Harvard Business Review*, tells us that in August of 1971, President Nixon sent Paul Volker around the world to explain that we no longer could settle our international balance of payments in gold. Consequently for the last 25 years we have paid our international trade deficit in 30-year Treasury bonds.

Last year that debt was \$120 billion worth of bonds now held in foreign lands. We pay the interest. Our official government value of gold is \$42.50 per ounce. If we devalue the dollar to \$1,000 per ounce, a \$100,000 house becomes a \$1 million house. Last year's trade deficit of \$120 billion becomes \$120 trillion.

I can't wait for Jack Kemp to

explain the new international monetary system to us while throwing footballs at the camera.

William B. Tracy
Mountain Home, Ark.

Be an expert

Regarding third-party grading, identification and selection, I would suggest that the coin collector set his or her own standards. This thought came to me when I realized that certain (very expensive, in fact) coins that grade one or two grades higher than another, often times exhibit an overall appearance less attractive than the other.

I believe that coin grading should be an art rather than something based on a few rudimentary standard rules. I personally retain coins based on many different qualities, including overall eye appeal, beauty, charm and cleanliness; whether a coin has contrasting fields; if it is an early strike (based on relief and details); how lustrous; and unusual qualities such as recut lettering, grease-filled dies or cameo prooflike.

All collectors should be specialists in their own field.

Anthony Smith
Everett, Wash.

No justice II

When Jim Coleman wrote about "No Justice" regarding the pricing of varieties in the Aug. 26th issue of *Coin World*, we wholeheartedly agreed with his complaint. Mr. Coleman was upset about seeing drastically lower prices reported in the *Authoritative Reference on Lincoln Cents* by John Wexler and Kevin Flynn. Mr. Flynn's subsequent remarks in the Sept. 16th issue of *Coin World* were filled with so many twisted facts and inaccuracies, that I felt I must respond and put fact where there are falsehoods.

First of all, as Mr. Coleman pointed out, prices in books like the *Cherrypicker's Guide*, however accurate, are historical in nature. Prices published in books are always out of date. But the *Cherrypicker's Guide* and other top-notch pricing guides start with factual information gathered from transactions at auctions and by dealers. That is why they are widely used. If a book like the

Are you aware?

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There are 32 notes on a full, uncut sheet of modern U.S. Federal Reserve notes.

Wexler/Flynn book lists opinions of values rather than the real market, then the book will lose that usefulness as a pricing guide. Mr. Coleman stated that "Where can you buy a 1955 DDO MS-65 for \$3,000?" The answer is "You can't." There are dealers offering to buy them for \$10,000. Why isn't this information in the Wexler/Flynn book? Possibly they put "wish" prices in to advance their own collections.

Next, Mr. Flynn made an account of how he felt that a 1873 DDO Indian cent offered for \$50,000 was worth only \$15,000 to \$25,000. We own this coin and paid more than twice what Mr. Flynn thinks it's worth. Mr. Flynn conveniently left out the facts, such as the grade and the price history of similar pieces and stated only his opinion (or wish). The fact is that when it traded for \$19,500 (not \$14,500 as Mr. Flynn stated) in a wholesale transaction between two other dealers, it was graded MS-64 red and brown by Professional Coin Grading Service (grossly undergraded in everyone's opinion), not the MS-65 red and brown it is graded today. It is the finest known and only example in MS-65 known.

As another example of its value, there was a Numismatic Guaranty Corporation of America graded MS-65 example which was stolen from a Fed-Ex shipment three years ago. The owner, Elliot Goldman, was reimbursed for its fair market value at \$35,000. This coin was nowhere near as nice as our coin. How do we know? The stolen coin is featured on the cover of my book *Flying Eagle and Indian Cents*. This information was public knowledge and available to Mr. Flynn. Selectively omitting information is not the trait of a person who



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